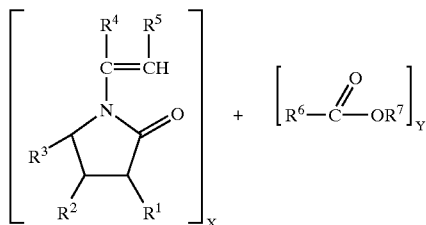


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mixture of C1–C19 saturated alkyl carboxylic acid (AC) C2–C12 alkenyl ester monomers, as follows:



wherein R<sup>1</sup>, R<sup>2</sup>, R<sup>3</sup>, R<sup>4</sup>, R<sup>5</sup>, =H or saturated C1–C12 alkyl.

R<sup>6</sup>=saturated straight- or branched-chain C1–C19 alkyl;

R<sup>7</sup>=C2–C12 alkenyl, and

x/y weight ratio ranges from about 30/70 to about 90/10.

3. An oral care composition according to claim 2, wherein the copolymer is selected from copolymers of vinyl pyrrolidone with one or a mixture of vinyl acetate, vinyl propionate, or vinyl butyrate.

4. An oral care composition according to claim 3 comprising from about 0.1% to about 20.0% of a tooth bleaching agent selected from peroxides, metal chlorites, perborates, percarbonates, peroxyacids, persulfates, and combinations thereof.

5. An oral care composition comprising

(a) at least about 0.1% by weight of a water-soluble or water-dispersible copolymer comprised of one or a mixture of vinyl pyrrolidone (VP) monomeric units and one or a mixture of C2–C12 alkenyl C1–C19 saturated alkyl carboxylate (AC) monomeric units,

(b) at least about 0.5% by weight of a water soluble tripolyphosphate salt, and

(c) an orally acceptable carrier,

wherein said oral care compositions is in a form selected from toothpaste, dentifrice, tooth powder, topical oral gel, mouthrinse, denture product, mouthspray, lozenge, oral tablet, chewing gum and impregnated dental implement and wherein said composition provides enhanced cleaning, whitening and stain removal from teeth.

6. An oral care composition according to claim 5 wherein the water-soluble or water-dispersible copolymer is selected from copolymers of vinyl pyrrolidone with one or a mixture of vinyl acetate, vinyl propionate, or vinyl butyrate and wherein the tripolyphosphate salt is selected from the group consisting of an alkali metal tripolyphosphate, ammonium tripolyphosphate and mixtures thereof.

7. An oral care composition according to claim 6 comprising from about 0.5% to about 100% vinyl pyrrolidone/vinyl acetate copolymer and from about 2.0% to about 20.0% tripolyphosphate salt.

8. An oral care composition according to claim 7 further comprising from about 0.1% to about 20.0% bleaching agent selected from peroxides, metal chlorites, perborates, percarbonates peroxyacids, persulfates, and combinations thereof.

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9. An oral care composition comprising

(a) at least about 0.1% by weight of a water-soluble or water-dispersible copolymer prepared by copolymerizing one or a mixture of vinyl pyrrolidone (VP) monomeric units and one or a mixture of C2–C12 alkenyl C1–C19 saturated alkyl carboxylate (AC) monomeric units,

(b) at least about 6% by weight of an abrasive polishing agent, and

(c) an orally acceptable carrier,

wherein said oral care compositions is in a form selected from toothpaste, dentifrice, tooth powder, topical oral gel, mouthrinse, denture product, mouthspray, lozenge, oral tablet, chewing gum and impregnated dental implement and wherein said composition provides enhanced cleaning, whitening, polishing and stain removal from teeth.

10. An oral care composition according to claim 9, wherein the water-soluble or water-dispersible copolymer is selected from copolymers of vinyl pyrrolidone with one or a mixture of vinyl acetate, vinyl propionate, or vinyl butyrate and wherein the polishing agent comprises one or a mixture of silica abrasives.

11. An oral care composition according to claim 10 comprising from about 0.5% to about 10.0% vinyl pyrrolidone/vinyl acetate copolymer and from about 6% to about 70% silica abrasive by weight of the composition.

12. An oral care composition according to claim 11 further comprising from about 2.0% to about 20.0% by weight of a tripolyphosphate salt selected from the group consisting of an alkali metal tripolyphosphate, ammonium tripolyphosphate and mixtures thereof.

13. An oral care composition according to claim 12 further comprising from about 0.1% to about 20.0% bleaching agent selected from peroxides, metal chlorites, perborates, percarbonates, peroxyacids, persulfates, and combinations thereof.

14. An oral care composition according to claim 13, wherein the bleaching agent is selected from the group consisting of hydrogen peroxide, urea peroxide, calcium peroxide, sodium percarbonate and mixtures thereof.

15. A method for overall cleaning and whitening of teeth and for removing and preventing surface deposited stains on teeth comprising contacting a subject's teeth with an oral composition according to claim 1.

16. A method for overall cleaning and whitening of teeth and for removing and preventing surface deposited stains on teeth comprising contacting a subject's teeth with an oral composition according to claim 5.

17. A method for overall cleaning, whitening and polishing of teeth and for removing and preventing surface deposited stains on teeth comprising contacting a subject's teeth with an oral composition according to claim 9.

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